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PATENT

Attorney Docket No.: 162

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: Yaron REICH GROUP NO.: 3622  
SERIAL NUMBER: 10/587,002 CONFIRMATION NO: 2951  
FILING DATE: 20-Jan-05 EXAMINER: John W. VAN  
BRAMER  
TITLE: LBS NOWCASTING SENSITIVE ADVERTISING AND  
PROMOTION SYSTEM AND METHOD

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450


CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. § 1.8

Sir:

I hereby certify under 37 C.F.R. § 1.8 that the enclosed correspondence is being facsimile transmitted to the USPTO on the date indicated below to 1-571-273-8300, including this page and 9 pages of Response to Non-Compliance Office Action, for a total of 10 pages:

Respectfully submitted,

Date: 9 January 2009  
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|-------------------|---|---------------------|--------------------|
| APPLICANT:        | Yaron REICH   | GROUP NO.:          | 3622               |
| SERIAL<br>NUMBER: | 10/587,002  | CONFIRMATION<br>NO: | 2951               |
| FILING DATE:      | 20 July 2006  | EXAMINER:           | John Van<br>Bramer |
| TITLE:            | LBS NOWCASTING SENSITIVE ADVERTISING AND<br>PROMOTION SYSTEM AND METHOD |                     |                    |

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT (37 C.F.R. § 1.121)**

Sir:

This paper is responsive to the Non-Compliant Amendment (37 C.F.R. § 1.121) Office Action mailed from the U.S. Patent and Trademark Office December 9, 2008, which is being timely filed on January 9, 2009. Applicant believes that no fees are due.

Newly amended claims are submitted herewith in response to the non-compliant amendment. The remarks and arguments filed on August 12, 2008 accompanying the amended claims are maintained but are not presented herewith.

Amendments to the Claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.